April 1983

- Heritage buys stake in chain stores
- NLC urged to reconsider accord
- NCTA to battle telco cross-ownership question
- Madison Square Garden breaks sports format

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Member of the Audit Bureau of Circulation

Jim Hoak

Chain store partnership set

Heritage Communications Inc., the nation's 17th-ranked MSO, buys 17 percent of American Cable Connection, a cable retail store franchise venture. **Page 56.**

Agreement causes discontent

City administrators in New York; Sacramento, Calif.; Cincinnati; and other major cities are preparing letters urging the National League of Cities board of directors to reconsider its approval of the legislative accord with the National Cable Television Association. **Leading the week, pages 14-16.**

ESPN's best Nielsen ever

The Entertainment and Sports Programming Network racks up its best Nielsen week ever, finishing with a 4.1 average prime-time rating. **Leading the week, pages 14-16.**

Revenues, assets climb

Cable industry financial figures for 1981, released by the Federal Communications Commission, show a 60 percent increase in operating revenues, but pre-tax income declined due to higher construction expenditures and interest rates. **Leading the week, page 20.**

Municipal ownership studied

Santa Monica, Calif.'s City Council has allocated funds to study the feasibility of converting its cable franchise into a municipally or jointly owned operation as one step in a "broader and more intelligent" look at cable's possibilities. **Leading the week, page 20.**

Addressable and Disney too

Tele-Communications Inc. aims to boost pay revenues and install more boxes with Disney launch. **Leading the week, page 21.**

Ill. cities talk to Centel

Two communities 25 miles west of Chicago are set to begin franchise negotiations with Centel later this month. **Leading the week, page 21.**

The format is the issue

USA Network and MTV go to the mat on minority content of music programs. **Page 23.**

'I advertise on SNC. . .'

Endorsement ads used by SNC, ESPN, MTV and USA Network successfully draw in new advertisers by showing the networks' acceptance among major advertisers. **Page 51.**

Warhol joins sports net

An insider look at jet set doings is expected to boost the appeal of the lineup for Madison Square Garden, the Northeast sports network that spawned USA Network several years ago and is following USA Network's move toward non-sports programming. **Page 55.**

St. Louis back on track

The Board of Aldermen, through its Public Utilities Committee, has won control over the cable franchising process here after a bureaucratic joust with the mayor. **Page 56.**

Houston antitrust ruling

Former Houston Mayor Jim McConn and Gulf Coast Cable Television were held liable for $6.3 million in damages for violation of the Sherman Antitrust Act. **Page 58.**

Telco ownership suit

After a year-long delay, the NCTA's challenge to rural telephone company cable ownership is heating up again. **Page 58.**

This week in PLUS

In the world of business to business communications, cable's edge may be greater than it has realized. Telcos approaching the market view operators as tough competition and are eyeing possible cooperative arrangements. Cable may not want to ignore these overtures. For, ironically, cooperating with telcos could prove the safest path to avoiding common carrier status. . . Building a system in the mountains of Arizona isn't easy, as Jack and Rick Blanchard can attest. But the father and son who head up Mogollon Cable both think it's paid off. The view might be nice, but as Jack Blanchard says, "After a while, even the newcomers get bored with the scenery." And then they're ready to be hooked up. **Pages 25-48.**

Revenues, assets climb

Pre-tax net income declined due to higher construction expenditures, interest rates

WASHINGTON—Cable industry financial figures for 1981 released last week by the Federal Communications Commission (*CV*, 4/4/83, p. 10) reflect a sharp increase in operating revenues—up 60 percent over 1980 to more than $3.5 billion—coupled with a decline in pre-tax net income from $160 million to $40 million.

Total 1981 operating expenses for the industry were pegged at $2.4 billion, leaving an operating income of $1.2 billion, or a 33.4 percent operating margin before expenses for depreciation and amortization, interest and taxes. In addition, the FCC reported a 78 percent increase in the cable industry's total assets, estimating their 1981 book value at $7.91 billion.

Wall Street analysts blame increased construction expenditures and high interest rates for the decline in pre-tax net income. For the most part, the analysts show only slight concern over the decline, even though it is the second such contraction in two reporting periods—1980 and 1981.

As John Reidy, an analyst with Drexel, Burnham & Lambert, explained, "The magnitude of the decline (in pre-tax net income) does seem rather large, but it makes sense. Basically, investors in the cable television industry look at the operating income line, and of course there's no real surprise in that number. There was a moderate drop—some three percentage points—in operating margin over the previous year, and a very healthy gain in revenues. The pre-tax line reflects what happens when you try to translate operating income into earnings when you're in a rapid building phase; you've got a lot of interest and a lot of depreciation. And it made for a large decline."

"This shouldn't raise many eyebrows," added Alan Gottesman, with L.F. Rothschild, Unterberg, Towbin, "because we're looking at an industry that is hardly mature, despite the rapid growth that it's seen over the past years. It's still in a phase where it is really growing; it's not even close to reaching its full profit potential yet."

Gottesman noted that a more revealing analysis of the industry would not stop at just a glance at pre-tax net income but would include a cash flow analysis; that is, pre-tax net income plus depreciation.

"Depreciation is not an actual out-of-pocket expense," he said. "It's a bookkeeping number. And that cash—the cash represented by depreciation—is in fact available for cable companies to use. So it's not just pre-tax net income that's important, it's also the depreciation."

FCC figures indicate that the cable industry chalked up more than $608 million in depreciation, yielding a 1981 cash flow figure of $648 million, compared with a 1980 cash flow figure of $561 million—an increase of approximately 14 percent.

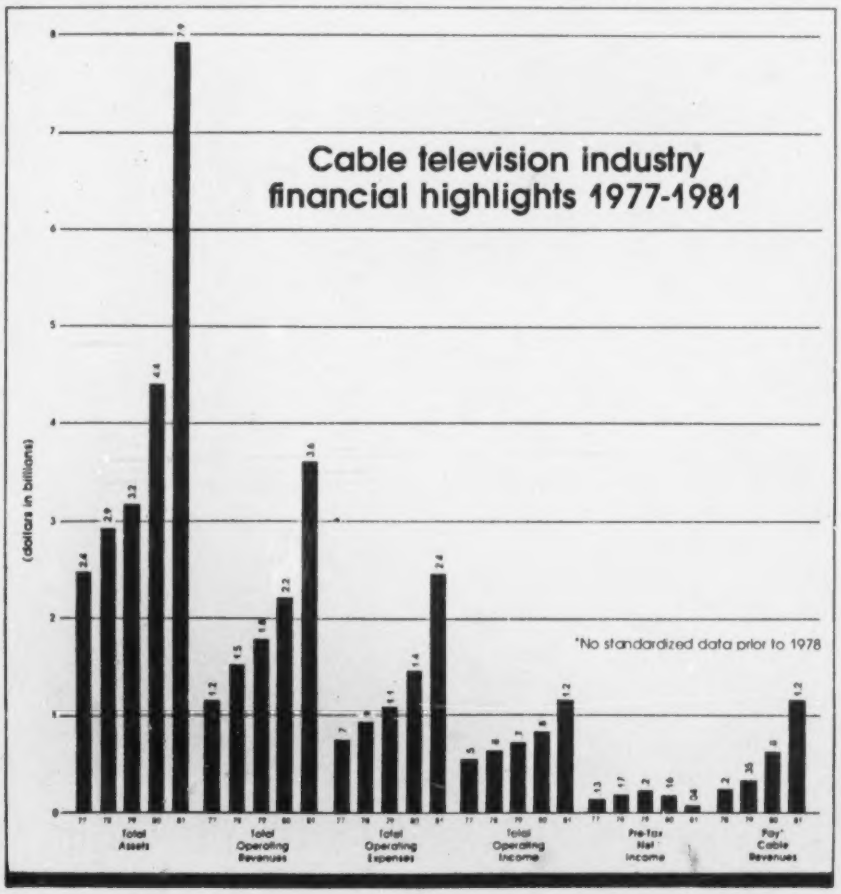
The financial figures produced by the FCC are based on filings covering 88 percent of all cable systems in the nation. The remaining 12 percent of the systems, according to the FCC, have either incomplete or inaccurate filings, or are delinquent.

On the cable industry's nationwide "consolidated balance sheet" prepared by the FCC, subscriber revenue totaled $1.956 billion, and amounted to a per subscriber annual figure for 1981 of $94.44. Pay TV revenues for the year climbed to more than a billion dollars, and split out per subscriber to a nationwide annual average of $49.74.

According to the FCC, the industry's current ratio stands at 0.4, with a pre-tax profit margin of 1.1 percent. Debt ratio is estimated at 67.9 percent, demonstrating the high degree of leverage present in the industry.

Approximately 76 percent of the cable systems in the U.S. have some form of pay TV. Pay cable services yielded revenues of $1.17 billion, or 32.6 percent of total revenues. The percentage of total revenues attributable to pay cable operations increased by 6.9 percent in 1981.

—*Gary Witt*



Rethinking Santa Monica

City assigns task force to study municipal ownership prior to renewal

SANTA MONICA, Calif.—In what one city official here has characterized as a "broader and more intelligent" look at cable's possibilities, the City Council has allocated funds to study the feasibility of converting its cable franchise into a municipally owned or jointly held operation.

Those are two of the options that the city's soon-to-be-appointed financial analyst will consider when he begins his work this month. "The fact that we're looking at broad (ownership) options doesn't mean that we're leaning toward anything," according to Wally Siembab, advisor to the city manager in cable communications. "But the fact that we are looking is itself a statement."

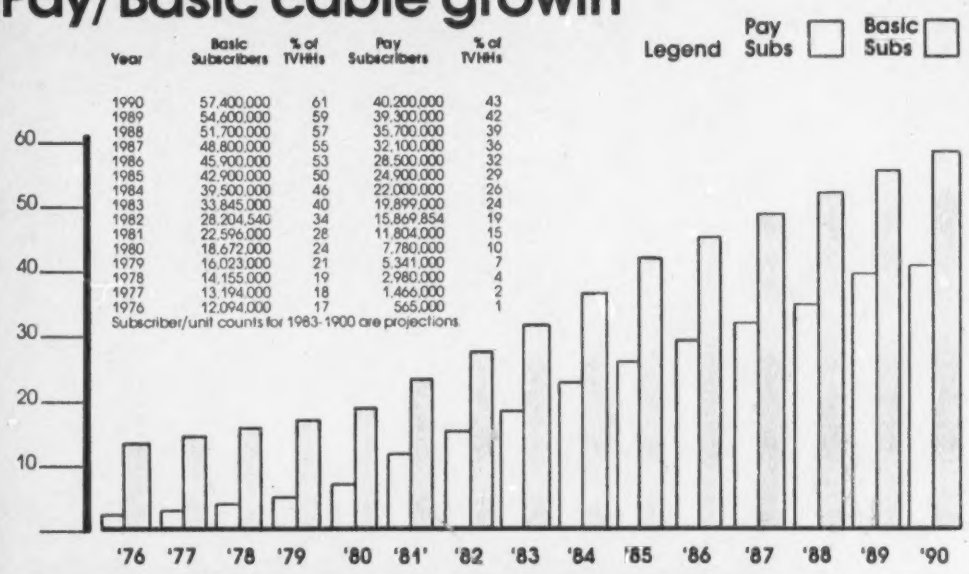
Santa Monica recently set up an *ad hoc*

Cable stats

Pay/Basic cable growth

Year	Basic Subscribers	% of TVHHs	Pay Subscribers	% of TVHHs
1990	57,400,000	61	40,200,000	43
1989	54,600,000	59	39,300,000	42
1988	51,700,000	57	35,700,000	39
1987	48,800,000	55	32,100,000	36
1986	45,900,000	53	28,500,000	32
1985	42,900,000	50	24,900,000	29
1984	39,500,000	46	22,000,000	26
1983	33,845,000	40	19,899,000	24
1982	28,204,540	34	15,869,854	19
1981	22,596,000	28	11,804,000	15
1980	18,672,000	24	7,780,000	10
1979	16,023,000	21	5,341,000	7
1978	14,155,000	19	2,980,000	4
1977	13,194,000	18	1,466,000	2
1976	12,094,000	17	565,000	1

Subscriber/unit counts for 1983-1900 are projections.



Cable barometer

Television households (TVHH) 83,400,000
Homes passed by cable (HP) . 49,963,332
Percent of TVHH passed by cable 59.9%
Basic cable subscribers . 28,623,377
Percent of TVHH with basic cable 34.3%
Percent of HP with basic cable 57.3%
Pay cable units 16,300,000
Percent of TVHH with pay cable 19.5%
Percent of HP with pay cable 32.6%
Percent of basic subs with pay cable .. 56.9%

Figures are as of February 1983

Franchising calendar

This chart examines the franchise status of communities during the fourth quarter of 1982 and beginning of 1983. "Pending" refers to communities that are in the franchising process but have yet to make an award.

Arizona
Apache Junction—beginning franchise process; expect selection of cable consultant by 4/83 (8,000 homes).
South Tucson—awarded to Cox Cable 10/82.

California
Bellflower—awarded to Communicom Inc. 11/82.
Claremont—RFP issued; proposals due 4/29/83.
Davis—City Council approved award to Davis Cable Cooperative 12/82 (14,000 homes).
East San Fernando Valley—proposals received from Valley Cable and United Cable; award expected 5/83 (166,000 homes).
East Yolo—developing enabling ordinance; RFP expected by early summer 1983.
Hawaiian Gardens—award to CATV West 1/83 (3,500 homes).
Lomita—preliminary award to Colony Communications (8,137 homes).
Los Altos—expect RFP to be issued 6/83.
Los Angeles (South Central Region)—award expected 6/83 (180,000 homes).
Palo Alto—expect RFP to be issued 5/15/83 (22,000 homes).
Pico Rivera—California Cablevision contesting referendum denying them franchise.
Placentia—RFP issued 1/83; proposals due 4/15/83 (12,000 homes).
San Fernando—final agreement signed with Valley Cable 1/83.
South Monrovia—preliminary award to Falcon Communications; final award expected 4/83 (5,450 homes).
South Placer County—Coastside Cable TV awarded non-exclusive franchise 1/83.
South Whittier—award to United Cable 1/83 (1,700 homes).
Sunnyvale—refranchising award to Sunnyvale Cable TV (TCI) expected 4/83 (43,000 homes).
West Covina—proposals received from Falcon Communications and United Cable; award expected by 5/83 (28,000 homes).

Colorado
Lafayette—award to Lafayette Communications (Scripps-Howard); ratified 2/22/83 (4,000 homes).
Platteville—awarded to Citation Cable Systems Ltd. (d/b/a Platteville Cablevision) 1/83.

Connecticut
Enfield, Hartland, East Grandy, Suffield, Windsor Locks, East Windsor, Somers, Stafford, and Union (cable area 11)—awarded to Continental Cablevision 12/82 (37,000 homes).
Windham, Lebanon, Scotland, et. al (cable area 13)—hearings with 1) Natchaug Cablevision, 2) Telemedia Company of N.E. Connecticut, and 3) Eastern Connecticut Cable Television Inc.; decision expected by summer 1983.
Vernon Consortium (cable area 12)—awarded to United Cable 12/82 (22,551 homes).

District of Columbia
RFP to be released mid-summer 1983.

Florida
Tierre Verde—preliminary award to Centel; final award expected by 6/83 (2,000 homes).

Illinois
Addison, West Chicago, Winfield, Warrenville, Aurora (unic. DuPage County Areas)—awarded to Centel Communications 11/82.
Bensenville—awarded to Continental Cablevision 11/82.
Broadview—awarded to Cablevision of Chicago 10/82 (3,300 homes).
Chicago—City Council awarded first negotiating rights for each area as follows: Area I to Cablevision Systems (300,000 homes); Area II to Group W (217,000 homes); Area III to Group W (193,000 homes); Area IV to Chicago Cable Communications (TCI/Cross Country joint venture) (226,000 homes); Area V to Continental Cablevision (188,000 homes); final awards expected 4/83.
Countryside—preliminary award to Cablevision of Chicago (2,200 homes).
Downer's Grove, Darien, Woodridge, Lisle (unincorporated DuPage County areas)—re-opened bids 1/31/83; proposals due 4/29/83 (11,900 homes).
Elmwood Park—REP expected 5/83 (9,500 homes).
Glen Ellyn (unincorporated DuPage County areas)—negotiating with Group W Cable; award expected by 4/83 (3,100 homes).
Harwood Heights—negotiating with MetroVision and Cablevision of Chicago; award expected by 6/83.
LaGrange, LaGrange Park, Indian Head Park, Riverside—award to Centel 10/82 (15,000 homes).
Lombard, Oakbrook Terrace, Elmhurst (unincorporated DuPage County areas)—awarded to Continental Cablevision 10/82.
Naperville—preliminary award to Centel 12/82 (17,500 homes).
Northbrook—award to Cablenet Inc. 10/15/82.
South Holland—final award to Multimedia expected 3/21/83 (7,400 homes).
Villa Park—Continental and Multimedia have submitted proposals; award expected 4/83 (7,100 homes).
Westmont—final award to Continental Cablevision expected 3/31/83 (10,000 homes).
Wheaton—RFP issued; proposals due 6/1/83.
Winnetka—decision to have cable has been postponed.

Indiana
Indianapolis—City/County Council considering proposed ordinance which would allow franchises for SMATV companies.
Munster—awarded to U.S. Cable 12/82.

Kentucky
Danville—RFP issued; proposals due 4/8/83.
Greenville, Central City, Muhlenburg County—proposals due 4/18/83.
Hazel, Puryear—award to Galaxy Cablevision 12/82.
Wingo—award to Galaxy Cablevision 2/83 (300 homes).

Maine
Harpswell—preliminary award to Video Vision 12/82; final award expected 5/83 (2,800 homes).
Hermon—RFP issued; proposals due 4/15/83.

Maryland
Baltimore—award to Caltec Cablevision 2/23/83 (302,000 homes).
Carroll County—RFP issued; deadline for proposals 6/1/83 (30,000 homes).
Chestertown—award to CATV General 2/83 (1,800 homes).
Montgomery County—award to Tribune-United 10/14/82 (200,000 homes).

Massachusetts
Abington—awarded to Campbell Communications 10/82.
Ashland—award expected 4/83 (3,082 homes).
Ayer—awarded to Nashoba Communications Inc. 11/82.
Bourne—award to Campbell Communications 12/6/82.
Bridgewater—award to Campbell Communications 1/24/83 (5,048 homes).
Cohasset—award to American Cablesystems 3/16/83 (2,397 homes).
Hamilton, Wenham—RFP issued; proposals due 3/30/83.
Hingham—pending (6,323 homes).
Holliston—restarting franchise process (3,922 homes).
Hull—award to American Cablesystems 1/10/83 (4,800 homes).
Lancaster—pending (1,867 homes).
Medway—final award to Cablevision Industries expected 4/83 (2,500 homes).
Nahant—pending; Warner Amex sole bidder (1,433 homes).
Needham—final award to Continental expected by 4/1/83 (5,000 homes).
Norfolk—RFP issued; proposals due 6/1/83 (1,800 homes).
Northborough—award to Greater Media 1/10/83 (3,334 homes).
Norwell—award to American Cablesystems 3/83 (2,760 homes).
Pembroke—award to Campbell Communications 11/1/82 (4,264 homes).
Randolph—awarded to American Cablesystems 11/82 (9,800 homes).
Rockland—award to Campbell Communications 11/22/82 (5,005 homes).
Rowley—pending (1,318 homes).
Townsend—pending (2,306 homes).
Walpole—award expected 4/83 (5,676 homes).
Waltham—award expected 4/83.
Wellesley—award expected 4/83.
Westborough—award to Greater Media 1/18/83.
West Bridgewater—pending.
Whitman—awarded to Continental Cablevision 10/82.
Wrentham—awarded to Massachusetts Cablevision Systems Inc. 12/7/82.

Michigan
Bloomfield Township, Bloomfield Hills—proposals received from Booth Communications, Bloomfield Communications and United Tribune; award expected 4/83 (15,000 homes).
Clarkston—preliminary award to Tribune Cable Communications and Multi-Cablevision 2/83; final award expected 4/83 (7,200 homes).
Dearborn Heights—proposals received from Continental, Group W, MacLean Hunter, Horton and Borden; award expected 4/12/83 (23,000 homes).
Livonia—preliminary award to MetroVision; final award expected by 6/83 (33,000 homes).

Cable stats

Marquette—final award to Marquette Cablevision 11/82 (7,000 homes).
Monroe—City Council awarded franchise to Communication and CableVision Inc. to compete with existing franchised cable system, Monore Cablevision.
Mt. Clemens—award to Comcast Cablevision 1/83 (6,000 homes).
Romeo—preliminary award to Harron; (1,000 homes).
West Bloomfield, Keego Harbor, Orchard Lake, Sylva Lake—only proposal from Bloomfield Communications; deadline for proposals extended until 3/31/83 (16,437 homes).
West Oakland County Cable Group (Milford Village, Walled Lake, Wixom, Wolverine Lake, Commerce, Highland, Lyon, White Lake)—proposals received from Com-Star, Greater Media and Associates of Bloomfield; award expected 5/83 (32,000 homes).

Minnesota
Afton, Cottage Grove, St. Paul Park, et. al. (South Washington County Cable Commission)—award expected 6/83 (6,000 homes).
Arlington, Gayford, Winthrop, Gibbon, Green Isle—proposals due 4/1/83 (2,568 homes).
Blaine, Centerville, Circle Pines, Coon Rapids, Lexington, Ham Lake, Spring Lake Park (North Central Suburban Cable Communications Commission)—award expected 6/83.
Burnsville, Eagan—award expected 6/83 (12,849 homes).
Chanhassen—assessment not yet complete (2,285 homes).
Deephaven, Excelsior, Greenwood, Sherwood, Tonka Bay, Victoria, Woodland—see Long Lake.
Eagan—see Burnsville.
Forest Lake, New Scandia, Columbia—new RFP issued; proposals due 4/23/83.
Grand Marais—RFP issued; proposals due 5/11/83.
Long Lake, Medina, Minnetonka Beach, Orono (Lake Minnetonka Cable Commission)—working in conjunction with Deephaven, et. al., and Minnetrista, et. al., on needs assessment.
Minneapolis—final award 11/82 to Storer in north (100,000 homes) and Rogers in south (70,000 homes).
Minnetrista, Spring Park, St. Bonifacius—see Long Lake.
Mound—award expected by 5/83 (3,600 homes).
Northfield City and Township—award expected 5/13/83.
North St. Paul—preliminary award to Group W; final award expected 4/83.
Owatonna—awarded to Tribune Cable 12/82 (7,000 homes).
Princeton, Rush City, Mora, Milaca, Cambridge, Braham, North Branch, Branch, Pine City, Isanti Townships: Pine City, Chengwatana, Milaca, Bradford, Spencer Brook, Pokegama, Isanti, Arthur (East Central Cable Commission)—awarded to Combined Cable 12/82.
Prior Lake—award expected 4/83 (2,560 homes).
Roseville, Arden Hills, Falcon Heights, Lauderdale, Little Canada, New Brighton, Moundsview, North Oak, St. Anthony, Shoreview (North Suburban Cable Commission)—award to Group W Cable 11/12/82 (44,000 homes).
St. James—award expected 4/83 (1,820 homes).
St. Paul—award expected 6/83 (111,000 homes).
Savage—assessing needs for cable.
Stillwater, Bayport, Oak Park Heights (Central St. Croix Valley area)—only proposal from Telephone and Data Systems; award expected 5/83 (6,000 homes).
Wayzata—preparing new RFP; expect to re-issue 4/83.
West St. Paul, South St. Paul, Mendota Heights, Mendota, Inver Grove Heights, Lilydale, Sunfish Lake—RFP issued; deadline for proposals 6/13/83.
Windom—City Council will decide nature of cable franchise ownership by 5/83 (1,600 homes).

Missouri
Crocker—award to Comm Management 12/82 (450 homes).
Forsyth—award to Ozark Summit Cable 11/82.
Freeburg, Lebanon, Mascoutah and Shiloh Valley Townships—award to Metro East Cable 1/31/83.
Higbee—award to Comm Management 1/83 (330 homes).
Iberia—award to Comm Management 10/82 (325 homes).
St. Louis—re-issued RFP; proposals due 6/27/83 (178,000 homes).

New Hampshire
Atkinson—final award to Harron Communications expected 4/83 (1,500 homes).
Hampstead—award to Rockingham County Cablevision expected 3/83 (1,500 homes).
Sandown—RFP issued, no responses received.
Windham—proposals received from Harron Communications and Continental Cablevision; award expected 4/83 (2,000 homes).
Wolfeboro—RFP issued; proposals due 5/6/83.

New Jersey
Franklin Lakes—award to Rural Cable Service 10/82 (2,500 homes).
Jersey City—halt on issuance of RFP pending resolution of legal action.
Patterson—administrative law judge has made recommendation to PUC; award expected 4/83.
Upper Deerfield, Cumberland County—award to Group W/Cablentertainment 10/28/82.

New York
Beekman—RFP issued; proposals due 3/31/83.
Cherry Valley—proposals submitted by NewChannels and Schoharie; award expected 4/83 (250 homes).
Honeoye—Cablevision Industries and Honeoye Cable submitted proposals; award expected 4/5/83 (500 homes).
New York City—preliminary agreement reached for outer boroughs; Warner Amex—Western Brooklyn, Northern Queens; Cablevision Systems—Eastern Brooklyn, Bronx; Cox Cable—Staten Island; Vision Cable—Northeastern Staten Island; ATC—areas of Queens; Queens Inner Unity Cable—Southern Queens.
Union Vale—RFP issued; proposals due 3/31/83.

North Carolina
Edgecombe County—award to Tar River Cable Television expected 4/5/83 (4,000 homes).
Glen Alpine—beginning process of acquiring cable (300 homes).
Harnett County—award to Univision Cable Systems 2/83.
Hildebran—award to Catawba Valley Cable TV 2/83 (375 homes).
Jackson—have begun work on cable ordinance (400 homes).

Ohio
Arcadia—award to Continental Cablevision 1/83 (300 homes).
Ashley—award to ACT Cable 1/83 (420 homes).
Batavia Township—award expected by 6/83 (4,000 homes).
Bloomville—award to Telenational Communications 10/82 (400 homes).
Brooklyn—municipal ownership under consideration; decision expected 4/83 (4,000 homes).
Chardon Township—award to Cablevision of Geauga County 9/82 (1,200 homes).
Cleveland—city still deliberating municipal versus private ownership.
Cuyahoga Heights—award to Space Cable of Ohio 12/82 (300 homes).
Forest—award to Telenational Communications 11/82 (650 homes).
Garfield Heights—proposals received from Continental, Complexicable, Space Cable and Garfield Cable Communications (12,000 homes).
Hiram—awards to Univision Cable Systems 11/82 and Telenational Communications 1/83 (250 homes).
Holgate—award to Northern Ohio CATV Associates 10/82 (500 homes).
Loudonville—award to Ashland County Cable Service 10/82 (1,200 homes).
Middleburg Heights—court validated award to Space Cable of Ohio 1/83 (7,000 homes).
Newburgh Heights—award to Space Cable of Ohio 1/83 (1,800 homes).
Quincy—received proposal from Midwest Communications (250 homes).
Sheffield Village—award to Space Cable of Ohio 2/83 (1,000 homes).
South Charleston—award to Quality Cable Services of Grove City 12/82 (600 homes).

Oregon
Canby—only Canby Telephone Association made proposal; award expected by 4/83 (2,500 homes).
Cottage Grove—expect to issue RFP by 8/83 (2,500 homes).
Dunthrope—proposals received from Liberty Communications and Cable Systems; award expected 6/83 (600 homes).
East Multnomah County—negotiating with Rogers UA Cablesystems; award expected 5/83 (80,000 homes).
McMinnville—awarded to Liberty Communications 12/82.
Milwaukie—negotiating with Tribune Cable; award expected 4/83 (7,500 homes).
Sylvan, West Hills, Dunthrope—only proposal from Liberty Communications; award expected 6/83 (600 homes).

Pennsylvania
Philadelphia—eleven bids for four franchise areas submitted by eight companies: Wade Communications, Cablevision Systems, Collins Cablevision, Cox Cable, Independence Cablevision, Times Mirror Cablevision, Comcast Communications and Philadelphia Inner City Cablesystems; award expected 12/83.

Rhode Island
Newport—hearings on proposals to be completed by 5/83; final award subject to resolution of pending lawsuit (29,500 homes).

Tennessee
Brentwood—award to Metro Cablevision 2/14/83.
Dickson—award to Galaxy Cablevision 1/83 (2,750 homes).
Mosheim—award to Mosheim Cablevision 2/83 (500 homes).
Whiteville—award to Tri-County Cable TV 11/82 (400 homes).

Texas
Azle—expect to issue RFP 6/83 (2,900 homes).
Plano—proposals received from Group W, Storer and TeleCable; award expected 4/83 (25,000 homes).
Richardson—award to TeleCable 3/83 (23,082 homes).

Virginia
Dinwiddie County—Crater General Communications submitted only proposal.
Fairfax City—Media General of Fairfax County sole bidder; award expected by 5/83.
Goochland County—award to Continental Cablevision 2/83.
Hanover County—only Continental Cablevision submitted proposal; preliminary award expected 5/83.
Loudon County—studying Storer and Cable Communications proposals; award expected 4/83 (11,500 homes).
Manassas—RFP expected to be issued by 6/83.
Manassas Park—preliminary award to Pinebelt Cable (1,931 homes).

Washington
Battle Ground—proposals received from Cox Cable and Telenational Communications; consultant recommendation expected 4/83 (1,000 homes).
Granger, Toppenish, Wapato, Zillah—final award to McCaw Communications expected 5/83 (5,000 homes).
Seattle, Central District—final award to Seattle Community Cablevision 2/83 (12,000 homes).
South Prairie—award to Cable TV Puget Sound 10/82.

Wisconsin
Alma Center—award to Western Wisconsin Communications Cooperative 12/82 (175 homes).
Hilbert—award to Cablevision of Fond du Lac 1/83 (375 homes).
Harlon—award to Western Wisconsin Communications Cooperative 2/83 (150 homes).
Hudson, North Hudson, River Falls—RFP issued; proposals due 3/31/83.
Hustisford—interest from Cable Communications (350 homes).
Johnson Creek—have adopted cable ordinance and waiting for proposals (400 homes).
Kenosha—Total TV given first negotiation rights; award expected 4/83 (29,500 homes).
Merrillan—award to Western Wisconsin Communications Cooperative 12/82 (200 homes).
Milwaukee—final franchise agreement with Warner Amex under negotiation.
Seymour—award to Seymour Cablevision 11/82.
Spring Green, Plain, Arena, Lone Rock, Township of Spring Green—proposals due 4/1/83 (1,750 homes).
Waterford—started work on ordinance 1/83 (600 homes).

Franchising in the top 50 markets

Rank	Market	Status of core city
1.	New York	Manhattan-OP; four unwired boroughs-FP
2.	Los Angeles	City is divided into 14 areas (A-N): 10-OP, 2-FG, 2-FP.
3.	Chicago	City is divided into five areas; FP
4.	Philadelphia	City is divided into N.S.E.W. S-OP; other three FP
5.	San Francisco	OP (system to be upgraded).
6.	Boston	OP
7.	Detroit	FP
8.	Washington, D.C.	BP
9.	Cleveland	BP
10.	Dallas/Ft. Worth	Two systems-OP
11.	Houston	five systems-OP
12.	Pittsburgh	OP
13.	Miami	OP
14.	Seattle/Tacoma	City is divided into five parts (3 OP, 1-FG, 1-BP); Tacoma-OP
15.	Minneapolis/St. Paul	FG/BP
16.	Atlanta	OP
17.	St. Louis	FP
18.	Tampa/St. Petersburg	FG/OP
19.	Denver	FG
20.	Baltimore	FG
21.	Sacramento/Stockton	FG/OP
22.	Indianapolis	Two systems-OP
23.	Portland	Three systems-OP
24.	Phoenix	Two systems-OP
25.	Hartford/New Haven	Two systems-OP
26.	Cincinnati	OP
27.	San Diego	OP
28.	Kansas City	OP
29.	Milwaukee	FG
30.	Nashville	OP
31.	Charlotte	OP
32.	Buffalo	OP
33.	Providence/New Bedford	LNA/OP
34.	Orlando/Daytona Beach	Two systems-OP
35.	New Orleans	OP
36.	Memphis	OP
37.	Columbus	Four systems-OP
38.	Greenville/Asheville/Spartansburg	Three systems-OP
39.	Grand Rapids/Kalamazoo/Battle Creek	Three systems-OP
40.	Birmingham	OP
41.	Raleigh/Durham	Two systems-OP
42.	Oklahoma City	Two systems-OP
43.	Louisville	Two systems-OP
44.	Salt Lake City	OP
45.	San Antonio	OP
46.	Charleston/Huntington	Two systems-OP
47.	Norfolk/Newport News/New Hampton/Portsmouth	Four systems-OP
48.	Harrisburg/York/Lebanon/Lancaster	Four systems-OP
49.	Wilkes Barre/Scranton	Two systems-OP
50.	Albany/Schenectady/Troy	Three systems-OP

Legend
OP—operational.
FG—franchise granted.
FP—franchise pending.
BP—beginning process.
LNA—little or no action.